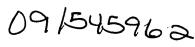
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ABSTRACT

A notification system and method for a mobile data communication device is provided. A client-based software program operates at the mobile communication device to manage and execute user-selectable notification schemes ("notification module") in response to data items transmitted to the mobile device from a host system via a communications network. The user configures the notification module to execute certain audible, visual and/or tactile notifications in response to certain types of messages being received at the mobile device.